C. A. Touré

The Success Roadmap

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IKIKÉ PRESS

To my family, thank you for supporting me in living out my dreams and everything a one-line dedication could never contain.

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Also by C. A. Touré

Foreword

I know what it's like to fail. For many years that state of being was recurring and at times persisted. So, I am quite familiar with the circumstances that come along with it. To feel like your parents or those that look up to you, may never truly be proud of you. That perhaps you've failed because greatness is not a part of your being. That frightening feeling followed me for many years. While internally I always knew I did have what it took to achieve my goals, yet these thoughts worked in the back of my mind. I was constantly plagued by them. Rising out of the sadness that came after a failure was not always easy, especially with the perspective of failure I had at the time.

At times I didn't do it alone. I was helped by those who loved me. That's a boon I am ever grateful for. I can remember the first time I felt like a success. It was several years back and I had just published my first novella. It was the product of much work, yet it was not ready. I was sixteen and once I had finished the first draft and looked online for publishing opportunities, I stumbled upon a company that made lavish promises. Blinded by the glamour and flashy book covers I signed a contract. I still remember how it all began, I ran to my father (well perhaps it was less dramatic), I held out my handwritten manuscript, a messy pile of words, and told him I had just finished it. I still think I must have looked mad; my father had no idea I had been writing it. Yet, when I told him about this self-publishing company, he agreed to finance the project. The book came out two years later. I totalled less than a dollar in royalties. I used to keep the check somewhere and it made me laugh, the sort of laugh that's something between absurdity and being shanked.

There are many factors that play into the narrative of failure. Some of them may have nothing to do with you directly, but in my experience, three major factors at the inception of a goal are usually to blame. Things often fall apart due to insufficient information, preparation or planning. The failure of that book was due to all three. I was not properly informed, I had not prepared myself enough to make sure that self-publishing would work out differently for me, I barely planned any of it. This is the focus of this book. I would like to include these factors so that you may begin your next enterprise well. It is far better to set sail

with all the necessities on board than to find out the food's run out mid-course on the journey.

Failure always feels terrible. The idea that all your efforts won't bear fruit, wrenches the heart and discourages from future attempts. Yet, a project's failure does not predict the potential of the myriad of ideas you contain. The literature on men of accomplishment who've had a long past of failed attempts is sufficient to prove this point. You can easily avail yourself of such stories with an online search. You are no different from those men. They may have qualities that you do not but so do you have qualities that they do not. Furthermore, acquiring those qualities may be done through effort in some cases.

This book was always intended to be short. I do not wish to belabour the topic. My goal is to give you the strength to raise yourself out of the slump you may be in asap or to prepare you for your next project. It is written with scientifically backed up and time-proven techniques. These are the tools that saved my life from its aimless drift a few years ago, when trying felt too hard to continue doing. I distilled the most efficient techniques and the realisations that kept me going. With the hope that they will help as many people as possible aid themselves to change the script of their lives, just as I did.

You must remember this, from this moment on, failure is an inherent risk in anything you attempt but the love of your work, of your ideals, must always outweigh that risk. Life is short, this is not the first time you've heard it. In my opinion, a life of comfort and complacency will always be inferior to one of adventure, trials and conquest. The history books of the world talk about those men that couldn't sit about with the lot they'd been given. Those who got a cosy job or went about living a lavish life with an inheritance are rarely remembered beyond the ephemeral tabloid.

Moreover, I wish for you to understand that once you put your mind and your whole being into anything, you are certain to accomplish it as long as you persevere, defeat the very idea of failure each time it presents itself. So long as you work in this manner, even though the risk of failure is one that looms over anyone that dares to keep trying, doing, accomplishing. You will keep rising back up and pushing forward until your destination is reached.

I would like to stress the importance of the exercises given in this book. They've helped me to overcome and thrive beyond the crumbling of my life. They are the medicine that will help rebuild yours and a healthy sense of self. Give them time and as you practice them, take steps every day that will awaken the giant within you.

Assumptions

If you're reading this book, I've made the following assumptions:

1. You sense that life has more to offer you than you've hitherto gotten.
2. You are willing to commit to and pursue your dreams.
3. You are looking for solid tools to begin to work towards them.
4. You believe deep down that the power is within you.

If these assumptions are correct, then this book was written for you but you must be certain that you're ready to start the transformation. Then this book will serve you, the techniques are realistic and contain no bullshit. Revisit it as often as you need until you've mastered the techniques and internalised the advice.

1

A New Perspective on Failure

Failure is a temporary setback made permanent by one's own will. There is little more to it; we've only truly failed when we've resigned ourselves from another try. Keep this in mind as you read this book and others of its kind; you are the master of your fate, the captain of your own vessel. Listen to your heart and equally your mind, as you navigate your inner world. Let it resonate with you, as you reassess your perceived failures, the truth will give rise to a new person ready to live again.

You cannot fail once you believe that failure is temporary, you are among the awakened ones in life, who are truly living as though it were a great adventure. While the journey will mostly be internal, where you must defeat all the negativity within you that would hold you back and keep you down. This perspective will cultivate in you, patience, endurance, courage, and all manner of internal strength you might have been oblivious to, previously.

The only redemption we can have once we fail is to try again. This is the only way to shake the tag of failure off. As I mentioned in the foreword that initial setback after publication taught me a lot. I had expected the book to sell well and launch my career. I was not thinking objectively at a point. When that book flopped, I took a break. I wrote short pieces here and there but I felt disillusioned for several years. I felt that perhaps I should reassess my dream of being a writer. It took me some a few years to begin believing I could try again. So, I wrote another story and then another. I decided that I would write and learn until I felt I was ready to publish again.

Writing is extremely taxing psychologically, you spend hours or days alone, couple that with "failures", doubts and it's extremely hard for some to stick with it. The sacrifice that you

make hoping for a payoff that is frankly not guaranteed, no matter how good your book is, can leave some broken in the course of the journey. However, those who don't give up are usually the success stories we hear about. They've written millions of words. They've honed their craft through trial and error. Some took on day jobs to keep the dream alive and suffered their fair share of humiliations. In short, this is all to say they never gave up.

I know you may not be a writer. It matters very little in reality because the experience is the same. You must take on the perspective of a hero in your own story. Your goal is the quest, and all the obstacles: lack of money, time, support, etc. They are the opponents; they are your battles on the way to victory.

This short book aims to provide you with the tools to craft your own success. I wanted it to achieve two aims:

1. Offer those who've recently failed and had no way out a road map back on the playing field and towards their goal.
2. And to the ambitious ones who don't have viable tools a chance to adopt time tested ones to lead them where they need to go.

I set out writing the Success Road Map, synthesising everything I'd learned on the subject of success and failure in the last 10 years. Too often self-help books offer little help or practical steps. In this book, I aim to show you that in addition to all the external tools, the most important ones are within yourself, the hardest part of any enterprise to control and the most valuable to master. These tools will help you tune yourself like a violin, so you may resonate at your dream's frequency and raise your chances of achieving your goals. In the years since I've begun using them in my own life many great things have occurred for me. I've been able to fix lacking aspects of myself, such as my self-discipline. Rebuild my life and get ahead.

Even if you have no goals in your life, the tools in this book will still help you, by inspiring you to begin directing your own life. There is no greater achievement than self-actualisation. Begin working on yourself right away.

Wouldn't you rather be equipped to pursue your goals, like a soldier is equipped for war? Or do you prefer rushing in the dark as your method of choice? That choice is entirely yours.

I've attempted to provide you with every tool you could use to achieve almost any purpose. Focusing more on psychological tools, as I believe most of us are defeated at a mental level. You'll want to use them all for maximum success.

While I'm a big proponent of reading, I do not advise going for too many books, of this nature. Especially if you aren't taking action while doing so. Until you've mastered this

content and begin seeing results. Once you have a solid foundation you may begin exploring further. What you want most of all is to adopt these tools and put them to use in your life. What you don't want is to read 50 books advocating something different or the same thing and remaining stuck from an excess of choices.

I've tried to keep things short and to the point, so you can read it all within a few days. I hope that you'll absorb the content within that time frame and get to work on your dreams and goals as soon as possible. I recommend going through the exercises as you read and mentally envision how each technique could be applied in your own life. Thus, at the close of the book, you'll be able to begin your journey as soon as possible. While periodically returning to refresh your memory and check if you're still on track.

I truly hope your search for the right method ends here and to hear from you when you reach your dreams one day.

2

Why We Fail & Why It Hurts

If we did not believe or think that we could do better, failure would have no sting to it. It is often because we've fallen short of our true potential that setbacks negatively impact us. While it can't be helped that this is a part of life, we can work our way around it. The idea of failure must first be cast aside. It need only become real if we let it become a permanent state. Once it's been defeated, we gain greater power over internal and external circumstances.

You are not alone in feeling like a victim when you've fallen short of your ideals. Feel fortunate that you have such faith in yourself that failure still hurts. There are many who no longer see themselves achieving anything. To those failure has no sting, they have grown immune in the least desirable way, by no longer aspiring to anything beyond their current state. When you put that into perspective, you will be grateful that failure is still a risk in some way. For that means you are still striving for greater heights.

One reason we often fail is because of an omission at the onset of a project. We either did not consider its immensity or failed to undertake the right measures (mental and physical) necessary to the success of our endeavours. We fail because we strive to control externalities which may be out of our control rather than work on those that we can control. If we are to be successful it is as much important to feel internally so, first. That can't be done if we let external events constantly tamper with our inner worth, so we must develop a strong inner self.

Every day, do the best you can, learn from your mistakes and do better next time. That's all you can do (besides quit). We also fail because we do not do things in an assured way. We doubt ourselves during our work. We doubt ourselves after our work. While we somehow

hope that all that built up doubt won't affect our activities negatively. And It does, at a subconscious level, we are thwarting our own plans.

We must cease to feel like our worth as individuals, is linked to external trinkets: money, titles, the love of a crowd. None of those is what you are worth. It may seem very "new age" to say this, as some like to mock this view comparing it to being given a participation star. Yet there is truth to the fact that you are intrinsically worth being respected, loved and appreciated even if you were born crippled, dumb and mentally disabled. Not everyone sees the world like this. I have faced this in my journey. It took some time for me to realise that my worth was not linked to the success of my books nor how others saw me. I knew that eventually, they'd sell, and if they didn't, I'd still write. I could do other things in the meantime and I'd improve while I worked on my dreams.

Before the belief in our dreams comes or confidence, we must prepare for all the necessities. Is there some further education that you know would make a great difference in your potential for success? Would you need money to get it? Do you have that money? Is there someone who could sponsor you? Family or a good friend who could lend it to you, or an organisation? If not is there a cheaper alternative that could give you similar knowledge upon which you could improve. We must have an idea of the many paths that are open before us. Thus, we will be able to factor them in, in our plans. Perhaps, one road ends up a dead end, but you would have made your own path to find a new avenue. Indeed, the chief ingredient of failure, the very seed is a lack of information. Once we sort that out, being able to plan and prepare gets a lot easier and has greater results.

Having accepted your past and made peace with it. You must create a new vision to work towards; you will eventually realise that you are no longer a failure. You simply never were. Failure being an ephemeral state, it is as good as an illusion. The minute you go back to working on your projects, the narrative instantly changes. There is but one great difference between a failure and a success. It is underlined in the definition of success I believe is the most relevant, "success is the progressive realisation of a worthy ideal" Earnest Nightingale said in The Strangest Secret, as long as you are working towards your goals, no matter what story circumstances may be telling, you are irrefutably a success. In that very moment, while the outside world may not yet reflect this fact, you are a success. Given time your work will be rewarded. It may not be in terms of money, at first, especially in cases where your work is charitable rather than profit-oriented.

You are freed by this new perception. Believe yourself to be a success from the instant

you begin working on your goals, no matter which stage of the process you are on. It may take some time but eventually, you will begin feeling like it, as you progress in your daily work, seeing how much ahead you've gotten by immersing yourself in the process and not the obstacles and setbacks. You will see that you feel in yourself a certain pride and joy. The kind only pros in your field usually experience. Over time you will cease defining yourself by a single project's success or failure and rise the next morning to keep working, in that very moment you become a success and a professional.

To become resilient to failure, you must strive for constant advancement. Even during breaks, your mind should be working out a way to bypass the current roadblocks. On the road to success failure is a treacherous thief of belief and faith. It lurks, ambushing those who dare to walk this path. By now, you know the risk you took in being brave, in daring to succeed. So, learn to deal with it, be prepared for a crash, just never let the crash be final. The more often you defeat this beast, the stronger your internal powers will become. Your intellect will be well versed in the causes of failure in your industry; your intuition will guide you through them. You will eventually fail less and less and stop failing at the same things. You will become wise and resilient in the process and never be a failure again if you never stop attempting and working towards your dreams. Those that never tried and those that stopped are the only ones who've truly failed, as they remain at the shore watching the ships of their peers setting sail.

3

Moving On & Learning from the Past

Decide now to leave your past behind. What's there anyway? Does revisiting your past errors help you sleep better? Will you earn a Nobel prize for the greatest past fails? No, so you must move on, now. It may seem simplified but it is necessary. Learn from your mistakes, resolve to never make them again and continue living your life. As you read this, promise yourself to never again speak of your failures, to put to rest all your bad memories. Whenever you speak, transfer hope, faith, belief to yourself and others. Whenever you catch yourself thinking or talking about fear, doubt or any negativity, stop dead in your tracks and replace the thought with positive ones.

Live your life as though you've never failed. Live it fearlessly. The best way to get started is to simply decide to and do it. Get to work on something new and give it your best. It may seem cold as if I were insensitive to your pain. Yet, it is the best advice to offer someone stuck in the past. You can resolve some of your internal issues while moving, staying still does not seem to have helped much till now. So, get up and take it one day at a time while moving forward.

Rather than wallowing in your bad memories of failed attempts, you will come to a point where you can finally think ahead and you'll be more present in the current moment. It is essential not to repeat the mistakes of the past and to build upon your new foundation with the knowledge you've gathered. Whatever it is that stood in your way, whether that is laziness or whatever you lacked in the pursuit of your dreams, you must vow to acquire and remedy the internal faults that cannot harmonise with your ambitions.

You need not chastise yourself, all that energy would serve you better in building your

future with your current wisdom and while in the distant future, you may doubt that you can go beyond the heights you've yet to achieve, remember that you can always go further just as you will when you reach the end of the journey you're currently on.

Whatever failures you meet, you must grow beyond them. Like a vine, you must find a way past every hindrance on your path and use it to strengthen yourself. Dwelling stifles the spirit and dulls your resolve. It is almost like a mantra; you keep revisiting your failures until the notion that you could ever succeed is extinguished. This is the most destructive behaviour in the life of a person attempting to rise above failure. There is a place for reminiscing bad events, the most useful one is to help us understand what went wrong so that we may grow and avoid the same mistakes in the future. Life is filled with challenges and each contains a lesson for us as we prevail or fail. This is how we transmute a bad experience into a good one. It is the constructive use of misfortune.

If you're honest with yourself, you will notice that after each fall you took much time getting back up, because you kept recasting in your mind the entire story over and over. Each time you began rising, either someone from your family or yourself kept reminding you of that fall, and the longer you stayed down the more fearful you became of experiencing the same thing if you dared to get back up.

But take on the attitude of a person who has had a literal fall. If you were to slip right now on a wet floor in your home, short of having broken your spine or leg, you'd be up within a moment, probably feel a little embarrassed, study the cause of your fall, perhaps a quick rebuke for having let that happen and you would be back on your way to your destination. Yet in life, while it is much more complex than a simple fall, you could very well move on just as quickly if you were able to resolve all the emotional turmoil that comes with failure.

You must deal with emotions quicker. Take an hour or a day, ideally not more, let go of the pain, and the sense of inferiority or disappointment and resolve to do things better.

Get rid of distractions. Look back on your life, each time you failed I am willing to wager distractions were part of the cause. You were either in a toxic relationship that took much of your attention or indulged in other activities that took away from your precious time. It has been said ad nauseam that time is the most precious resource. None of us knows how much we have left on earth, wasting our days in futilities ends in a loss of potential that we've inflicted upon ourselves. To achieve something worthwhile in life we must be willing to sacrifice those things which hold us back: TV, bad friends, toxic relationships and just about anything you indulge in that does not serve your highest self.

Let go of those things which weaken you. It will be hard but ultimately it will make you better. To start a new journey, we'll need to empty the unneeded things in our luggage before filling it back with things that will serve us better. Your distractions are dead weight. They may be fun temporarily; they may offer the briefest of reliefs. Yet once it is all done and said, they leave you less than you could have been. The time spent watching that new show, or worrying about past regrets, or the latest conflict in your relationships, could be spent working on your life, building its edifice so it may be stable and as durable as possible.

Part of what makes greatness possible is not complexity, but simplicity. To rid yourself of all things that weigh you down, so you may be freer to be your fullest self. You may not have to completely cut these things out if you truly believe you can control your appetite but a period of fasting may help you achieve this even if it is not permanent. Gaining control over those things which stand on your way may be just as useful as casting them aside, and it'll be a great exercise to train your willpower.

4

Forgive Yourself

Before we go on, we need to really clear this up. You have to make peace with your past. You may have failed many times. Maybe you would have been in a better place had things just gone a little differently. Whatever your regrets are, you must accept that things played out as they did. It is time to shape the present and future. You must cease feeding the all-consuming furnace of the past with your energy. Let it starve and fade into the mists of time. Otherwise, the contents of this book won't be as effective for you. How can you hope to change when your mind is saturated with who you were?

You are now on your way to become a better person, your truer self. This truer self cannot afford to be belittled by its petty past. What you think you once were, you no longer are. You must accept this. Rising from your past, however unfortunate, you must begin putting your life in order and begin living again.

Doing so opens new pathways in your psyche for it to express another version of your being. In accepting this you free your soul, over time you will forget your regrets and past life. You will become what you have decided to become. Make the choice now, not tomorrow, not in a distant future, NOW. You must only act and think in the way the person you wish to become would. And that person does not doubt its own perception of itself. Just as you did not doubt what you once believed about yourself.

Failures do not make the man but what he chooses to do about them do. You must know that how you respond to circumstances reveal you. From now on, rise above your past, so long as you live be freed in knowing that what you wish to do is under your dominion. You are at total liberty to keep trying until you decide to stop. No one else must ever hold that

power. The hurtful or discouraging words from others, family or supposed friends must never hold sway over your decisions. The power to steer your life has always been within your grasp, now seize it.

There is an infinite number of dreams to be dreamt, surely you must be the key to making a vast number of them real. Do not feel like a failure if you choose to invest your life elsewhere, so long as you intend to finish any future ventures from here on out.

In you, there is a wealth of facets. The good and the bad and everything in between. Each part is there to serve you if only you would allow it a chance to express itself. You could achieve so much more by removing some part of your mental filters consciously. To be headstrong when it is called for and open-minded when that is suitable. This little change in how you view the various parts of yourself will make it a lot easier to accept the whole, in so far as it serves you. You must shut down that part of you that is afraid of your potential. That part of you that can rise to the challenges of your desired life must be in charge, if the part of you that is weak is in control, you cannot hope to fully achieve that which you want. You will constantly be working against your own interests. You cannot hope to attain a goal that you aren't psychologically prepared to attain. You must have the qualities that befit your dream.

If you wish to lead others, for example, some part of your dark side must be let loose when it is needed. If you wish to be an artist, you cannot hold back on your creativity, even if it scares you sometimes, you must let it all out. You must put all of yourself into what you seek, and for that, you must accept all of your personality and learn to put it to use towards your objectives. There will be some parts of yourself you may wish to restrain. You may have qualities or desires that do not agree with who you wish to be. Whatever those are, only you may know. Think daily upon who you are, dig up those repressed aspects of your person. If there are traits that you lack and have never acquired, you must develop them one by one. If they can serve your overall purpose the time and effort will be worth it. Become committed to preserving an image of yourself you can live with. One that will not leave you hating yourself or engender further regrets. If most of us dropped our inhibitions or mental filters entirely, we would commit shocking and atrocious deeds. We are humans and by the very nature of our being, we possess to varying degrees both good and evil. Our shadow sides also have roles to play in our development towards our truer selves.

5

The Gestation Period & The Belief Feedback Loop

When we plant a seed, we already expect it to take its time. We water it every day and make sure it's somewhere the sunlight can reach it in the way it needs. While it's fragile we place it in a spot that isn't too harsh and when it rains, we try to prevent it from taking on more water than it can by shielding it or ensuring in advance that it grows in suitable soil. We work patiently in this way until one day, the plant matures into its full height. While the journey took time, once we got immersed in the process, it became enjoyable, as we saw the subtle growth become less and less subtle.

You can do this for literally everything: raising a child, your career, craft, goals…etc. Everything requires a gestation period, a time to prepare, sow and grow. When you set your goal, it is in your own interest to adopt this mentality. You should view the object of your desire like a seed. You must be willing to get up each day or as often as necessary to give it what it needs to grow into its full form. Imagining that your dream will take less time than a celery plant needs to grow is frankly a bit silly. Anything is possible, some success is so sudden that it defies logic. Yet it is far better to let things occur naturally so that you mature psychologically along with your dream.

Working to become a millionaire at 12 is an exciting dream, and nothing really stops you from trying to, but if you attained your goal, what if that much wealth ends up damaging you in ways that would take years to undo? What if you aren't really ready for it, and it ruins your relationships? It is far better to be mentally ready for the reality of a significantly large change in our lives than to watch it take us places we don't want to go.

Many do not see their life as a seed. They wish to have it all in a week or a month.

Perhaps circumstances push them to want things to change that fast but the world is a temporal place. Things take time to happen in it.

This is an attitude that far too many of us do not adopt towards ourselves and our goals. We know that things require time to mature. It is an aspect of life that we are all aware of, yet these days, it seems that success is expected to happen instantly. We start a project and within the first few months or years, if it hasn't paid off we skip to the next thing and do the same. This traps most people in a cycle of constant reboots, each time may be less lively and less likely to succeed due to this unsuitable approach.

From now, set this firmly in your mind. You must give your dream time. This means:

1. You will put in the work and time it takes to move things forward.
2. You will do all that is necessary to ensure the successful growth of your goal.
3. And you will stay the course until it is accomplished.

From this day, firmly set in your mind that you will commit to this work. Whatever you decide to do, it must be something you're willing to pursue until the very conclusion or for a lifetime, if it is that type of goal. Feed it what it needs as you would a plant, for its existence truly depends on you. When you let go it ceases to grow, withers and dies. This is the duty of those who set out to accomplish anything of note. You must truly accept this responsibility and go about it in a serious manner. Your whole heart must be invested in the realization of whatever goal you have in mind. Half-hearted attempts are what have kept you from your dreams time and again. This time around, adopt the attitude of the farmer, have his patience, be willing to wait as long as your dreams will require. Keep putting in the work, confident that you are steering your life closer to where you want to take it.

Not all projects end in success, just as not all pregnancy's end in a living birth. Yet no sane mother decides that since the chances are split, she might as well abort the child. We must become as protective of our own child (our dream), we must nourish it, invest the time, education, money and all other necessities until at long last all these efforts result in a successful outcome. From there you may take it to further stages as far as it can go, or pass on the torch to others when you reach a point where your interests veer elsewhere.

There is ease to look forward to once you gain momentum. First, there is the belief feedback loop. Let me explain, once you begin the habit of achieving things daily, you will notice that the more action you take towards your goals, the more your belief will grow in both yourself and your project. The more you believe, the more you will do. The more you do, the more you will believe. Over time this cycle will feed itself over and over again and it

will charge your vision with life.

The main fight you will face will be to establish the habit of action towards your goal. Eventually, good things will happen and when they do, you will feel further validated. It will be an individual journey to achieve this state. You might begin to feel thus after a week, a month, but you must keep at it until it becomes easier for you to keep going. Pay attention to how effortless things become once you immerse yourself in your work fully. Be patient but once you begin taking consistent actions that can drive your projects forward, your subconscious will carry much of the burden. Acquiring the habit of work and disciplining yourself is the difference between amateurs and professionals in any field. You want to gain a sense of self in the work you do, and the longer you do it the more you end up believing in yourself. Once you reach your first milestone, you'll believe you can make the next one. However, there can be no first milestone without acting daily towards it. It is time to begin taking that first step forward and the next will come easier. It may feel like learning to walk at the start but just like learning to walk, it becomes second nature once you practice it enough.

6

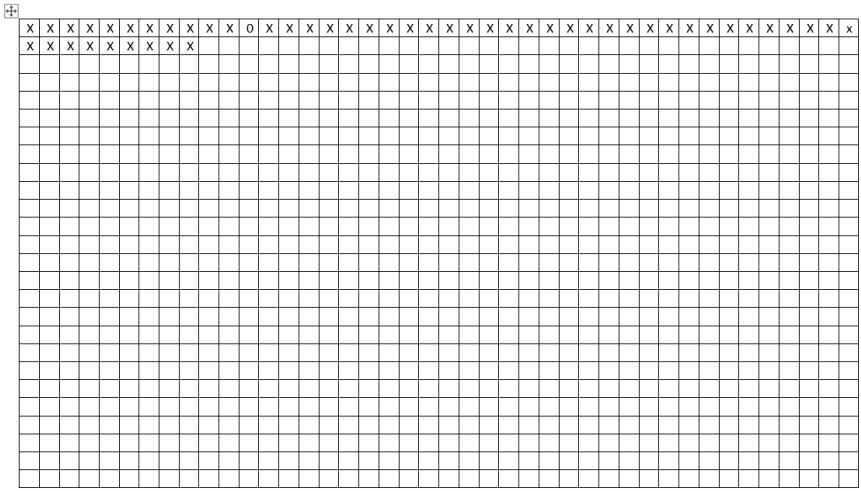
On Motivation

As we begin the practical section of this book, I'd like us to discuss ways to maintain motivation. While it is a limited internal resource, there are ways to leverage it and to renew it indefinitely. In this chapter, we will look at a few methods to help achieve a seemingly limitless motivation. The first method I would like to talk about is the don't-break-the -chain table. On the surface, this will seem so simple that your mind will find ways to discard it. Yet, simplicity is not the antithesis of effectiveness. It is indeed a simple method, but it will help maintain your motivation and give you a visual representation of your efforts over time. It leverages habit building and builds a certain cathartic feeling of daily achievement, this will eventually become addictive. I have tried this method before and still use it to this day, after a week or two things will become personal, seeing that chain break felt unbearable, this alongside the other fail-safe methods will maintain your motivation. So here is how it works, either print out the free PDF document I've put here on the free motivation tools' page of my website. Alternatively, you could draw a table of squares like the one below:

Don’t Break the Chain Table

Goal:.....

.....



Don’t break the chain table, C. A. Touré

Once you have your table in front of you write down your goal. It could be for example, “I will write 500 words every day”. Now each day you complete your chosen action put an X down on the table as in the example above. If your work consists of only one-off actions then consider each day you do something to advance your work as a success and put an X down.

I usually started a new table every time I missed a day or erased all the X’s but I believe this discourages because it feels like you’re going back to zero and the table is supposed to be a visual representation of your progress over time. So, I started a new practice of adding an O in the table instead for each day I missed. This way I could still see the progress I achieved over time and each day I missed I would have to go to my table and add an O, which made me feel awful like a kick in the gut. So, the next day I usually got right back to my routine.

Alongside this motivation tool, I recommend using autosuggestion to help build a subconscious inclination towards your desired habit. This method may take a few weeks to kick in but its effects last longer, even a lifetime. Before I dive into these, let me first explain what they are for those who don’t know.

Autosuggestion is defined as the hypnotic or subconscious adoption of an idea, which one has originated oneself. The idea is simple, you want to impress your subconscious mind so that some behaviours and thought patterns that you wish to come about become effortless. It renders the mind sensitive to ideas and external opportunities that could help bring about

your desired changes. Your subconscious doesn't take breaks, it works around the clock, even during sleep. That means it'll be constantly looking for ways to make your suggestions true.

Let's say you follow a wealth hypnosis/autosuggestion programme like the one I offer on my website here. You will notice that after a while your mind will be far more apt at spotting financial opportunities and coming up with ideas to build wealth. It'll feel nearly like magic or like you're attracting events in your life. This is a pretty good way to overcome any cognitive dissonance you may be experiencing.

Now let's look at some reasons why one's motivation may waver, I'll first list them then we'll go through them, so here they are:

1. You may have forgotten why you started.
2. Your heart may not be in it anymore.
3. You may have no idea about what to do next.
4. You may be working without a purpose.
5. Your goals are grand and you don't know where to start.
6. You're self-sabotaging and have no legitimate reason.
7. You believe you should have accomplished more at this point.

Reason one and two are closely related. These are far more common than one might think, after a few years we often tend to forget why we started something, our reasons get tangled in a myriad of narratives or we get so used to doing one type of work that we just stick to it out of habit, not passion. Many get stuck in jobs they hate this way. The only way to find out if this is your case is to take some time alone and really dig deep. I suggest you take some time each day to journal about how your work makes you feel and why things got that way. Write about it in your planning notebook, which we'll talk about later and really be honest with yourself, do you want to continue doing this particular work? If the answer is yes, then you need to figure out a way to reignite your passion or find a reason to continue and that reason will spark the lost love you had for your work. Try finding ways to make your work feel fresh if the routine made things stale. Read up on new developments, add new ways of doing habitual things. This will require a little creativity on your part. If you feel you need to stop doing this work after really assessing your situation, begin planning an exit strategy and exploring other options.

The solution for reasons three and five, being uncertain or feeling overwhelmed is the same. The planning notebook I recommend will remedy that, which we'll talk about more later. The notebook will help you see what you need to do in bite sizes, so you won't feel

overwhelmed. You'll know the overall goal and see just enough ahead to know the next steps.

As for the fourth reason, the exercise we described earlier for reason one and two, should fix any feelings of purposeless or help you find a new direction in life. Reason six can be solved with autosuggestion and self-hypnosis. They usually cost quite a bit but go to this link and you'll get my free self-hypnosis programmes. While you're there you could also subscribe to my newsletter, so we can keep in touch. I'm offering it as a thank you for purchasing my book and it's just a start, you'll be getting many more free and valuable things if you stick around.

A little piece of advice, don't expect changes to happen instantaneously. It'll be faster than the accidental acquisition of beliefs that happens through our social group or the random mental connections we make throughout life. Success with self-hypnosis will largely depend on your resistance to a specific line of thought. In extreme cases, it can take up to ninety days to make it a dominant belief.

Now for the last reason, if you feel you should have accomplished more at this point. Then it is high time to forgive yourself as suggested in the previous chapter. Move beyond your past and focus all your energy into rebuilding your life and making up for lost time.

Let's talk a little about how to channel your motivation through tough times. If your car had a pierced tyre on the way to your destination to an important meeting. What would you do? Decide this is the only car you could go in and walk back home? No, you would probably call a mechanic and you would check how much time you had left. Or you would get out a spare tyre, fix that sucker and get back on the road. This is the mentality you might have about an issue with your car, but what about an issue with your goals?

When we run into issues with our goals, we often blow them out of proportion. It is true that while our lives may depend on a goal's success and things tend to get personal, a bump on the path can feel like a statement about who we are as people. You must adopt a professional attitude, giving everything you have to the right execution and evolution of the project with its success in mind, that is all you can do, all anyone can do. You can make every condition available to facilitate success, but there is a world of variables out there you can't control.

This concludes this chapter on motivation. I hope it has helped you see clearer into some reasons why you may be currently and, in the future, feeling low on motivation. The techniques I've explained work, they are simple, but they will require time. You must also reduce any resistance you may have on your end. This requires a level of openness about

certain ideas. As long as you feel you don't have a right to feel confident or abundant, it doesn't matter how many times you listen to a hypnosis recording or repeat it to yourself.

7

Compartmentalising Life

In my life, I've wanted many things. Sometimes one at a time, at times all at once. Chances are, I'm right in assuming you have too. Life is finite, as we've all been able to establish at this point, we won't be able to realise everything we want. But one crucial turning point in the lives of goal-oriented individuals is the mastery of compartmentalisation of the numerous aspects of their lives. Making time to decide how you'll manage to spend time with your family, friends, spouse and self, becomes a high priority unless you wish to be a one-dimensional character, focusing entirely on work to the exclusion of all other fulfilling aspects of your life.

You owe it to yourself to have a well-rounded life. Ask yourself, when my life nears its end will I be satisfied having focused only on work or family? Or will I feel I missed out on an important part of my life? If you're fine with being a stay at home dad/mom and you'd feel no regrets, not having pursued your dreams, then fine, this section may not do you as much good as someone who has a lot more on his/her plate, including children, family, work and personal issues… etc.

The idea here is to get enough time for all aspects of your life, you want to be able to spend time with your significant other, family, friends and of course yourself. So let's look at some simple ways to start compartmentalising your priorities.

Segment your day

The easiest way to begin is to split your day into three or four parts. That is if you are looking to build a routine and your life is more or less the same daily. You should make time for

work, sleep, family, friends and recreation. This is the foundational approach that works for most people who usually have a very predictable day.

The Routine Approach

Spilt your day in segments as suggested above, these are essential aspects, in every functioning person's life: rest, leisure, work. Try to take at least 2 breaks during your work, one for a snack or a small meal, and the other for lunch, and if you want, one more for a power nap. The basic idea of forming a routine is to try to keep the same activities within the same window. As we're all prone to forget, try to put your activities on your calendar or in your phone in a productivity app with a reminder.

The Semi-Routine Approach

I'm a writer but I'm also an entrepreneur, my life is a blend of routine and whatever new activity needs to be done to keep things going. The part of my life that can be kept as a routine, is writing, editing and reading, the rest is pretty much a question of day-to-day planning. What if my fiancée is sick and I need to take her to the hospital? Or what if my mom travels and I need to babysit my little sister? What happens to the plans I had for the day? Well, that's the beauty of the semi-routine approach.

You want to safeguard the activities that need to be done daily and place them at times when they are less likely to be influenced by peripheral factors. They must be scheduled for hours during which you can perform at your best and set up in such a manner that you're well-rested before engaging in them.

Let's say you are a writer, and between 8-12, you are more alert and awake. You must block out everything during that time and focus on the work at hand. You can't be on your phone or watching your feet. You must be actively using that time. That goes for everything, whether routine or not. When you work, work. If you're resting, rest. Be fully engaged in whatever you are doing.

To get started on your routine activities, you can use an app like Alarmy or a simple To-Do tracking app should be enough. Estimate the time it could take you to complete the task and fill in the remaining hours you plan to work with activities from your To-Do, such as appointments you've agreed to or other tasks. You could update those on your calendar the night before or at the start of the week. Make it manageable, so you still get your rest time, and sufficient sleep every night.

The Non-Routine Approach

So, you've thrown out any routine. You wake up when you feel like it. You work when you want but you still do so daily, following your contract. So how do you get things that need doing, done? Well, a simple way is to decide before going to sleep or upon waking up, which activities are more urgent, and decide at what time you will start working on things. You've got an appointment a 4 pm? Make sure you have enough time before or after to do your work. If you can do this then you can pretty much do anything you want during your day. So long as you have the discipline to follow through with your To-Do list and your commitment to sleep sufficiently, spend time with family and rest. It should be as good as the other methods, with the flexibility that they can't quite match.

This concludes this chapter on compartmentalising your life. It is up to you now to implement the advice given here in your own life. I hope you will find the approach that suits you. There are more complicated ways to achieve the same thing and perhaps a day may come when you will require more complex ways. However, the three paths here are the seeds and any variation springs from this foundation.

8

Understanding the Cost

Before you decide to embark on your journey towards your goals, make sure you are honest with yourself about what it will cost you. I don't only mean the financial expenses; I am talking about the personal cost. What will it take from you individually to achieve it, what must you offer? You must take some time to think about this clearly, perhaps you'll have to commit to spending more time working than you ever have before, in the early stages, or maybe you'll have to start alone and do most of the work. Perhaps you'll need to give up other activities or get a second job to finance your new path. Maybe this new path will end up costing you friends, a lover, the approval of loved ones. What it all comes down to in the end is that you must genuinely be ready to pay the price, or no deal.

Ensuring you understand and accept the cost of your dreams will spare you the heartache that comes from half-heartedly pursuing them. It will also prevent you from starting something you aren't ready to finish. You won't make it to the end unless you are fully prepared to give all of yourself to your dreams, to their realisation that is. This is the time to consider just how much of yourself you are willing to give to your goal. Unless your dream is merely an option and does not mean much to you, which is an odd thing to make goals for, then perhaps your devotion need not be that intense.

It is a common factor in almost every failure. Those of us who've experienced enough failure must know that we were never fully willing to pay the price. Deep down our hearts were not fully in it. We were always thinking of an alternative the entire time. How can you hope to weather the storms that will undoubtedly come along the journey, when your will is not fully invested in your pursuits? This is another aspect to consider before getting back out

there. Think carefully on the question this section puts to you. Only when without a shred of doubt your heart says yes, should you proceed to move ahead with the quest you're setting yourself on. You must have the attitude of the adventurer seeking an undiscovered gold mine. His relentless tenacity, doggedness, stubbornness, curiosity and singular will. You must be willing to suffer, starve, sacrifice, be humiliated, doubted and die for your dream, to be blunt. This is the only attitude that will see you to the end, especially if your dream is a hard one and may take years to be accomplished. This is the price you must be willing to pay. I don't mean to scare you off but I ask you again before we proceed, are you willing to pay it?

In this book, I aim to inspire, equip and embolden you to take action, but I will not shy away from having to scare you to get off your butt or quit if that's in your best interest. We live in a value-based society so maybe offering you a clear picture of your potential losses will help you get to work on the things that matter to you. The first thing you will lose the longer you remain inactive is time and that's time you won't get back. This is your most valuable resource and the less of it you have the more likely you are not to achieve what you want. This loss cannot be undone, no matter how many times you tell yourself that "it's never too late". Time is passing you by while you sit and waste away.

The second thing you lose is your motivation. Everyone knows that when an engine sits idle for too long, the harder it is to start back up again. This is also true of reading self-help books, using them as a stalling mechanism to feel active is another way most waste their time. This is dangerous because it provides the illusion that you're doing something and many people don't put the advice they need into practice. Don't let this be you, resolve to take action and develop qualities that will help you stick to your goals.

The third thing you stand to lose is your self-confidence. Your belief that you can get things done dies slowly over time when you remain too idle. This is the fuel behind your motivation. You would not be motivated to do things that you are not confident you could do. This is a great loss, for in its stead you will develop a mediocre performance attitude. The fourth thing you will lose is every current time-sensitive opportunity available to you. What you must realise, is that at any point in time certain expirable opportunities are available to you. These opportunities are unique to the build-up of effort you've put into your work, the circumstances surrounding your life and your environment. Right now the opportunities you currently have, may not be available a month from now, or even a week from now. Which is why you must develop the habit of seizing each opportunity as it presents itself, or at least consider other alternatives if the time isn't right for you.

This list is in no way exhaustive, I hope by now you have some sense of all the losses you stand to sustain by not pursuing your goals and taking action. If this is not enough to get you moving, it may be advisable to quit your goal temporarily or permanently. You should be feeling like getting to work this instant. If that is your current mental state then the aim of this chapter has been achieved. Let's move on to the practical section of this book.

Right after this section, you will find an engagement agreement, I strongly suggest that you consider signing it and joining my accountability programme, I offer it as a perk on my Patreon to help my readers follow through on their goals. You'll get a lot more than perks by becoming a patron, for starters you'll get a free book delivered to your email after every launch or sometimes before, access to weekly motivation articles carefully curated and delivered straight to your email. To begin simply head over to this Patreon link to become a member of one of my tier packages that include the accountability programme.

Dear friend, you have to decide if this is what you want. That your goal is something that you feel you could be doing for the foreseeable future. I think this is something we do not consider in the heat of the moment. Remember what we said about time; it is a finite resource and the more of it you waste, the less you have leftover to get things done. It is not a sustainable success model to keep jumping between half-finished projects forever. You want to go through a project until the end. If you would like to learn more on how to become a consistent project finisher check out my book on the topic; Prolific: the 33 laws of sustainable productivity at this link. It's on pre-order right now but it'll be available by 7/10/20.

As a writer and businessman, learning to follow through and finish, are some of the most important lessons I've had to learn. Many of us have several good ideas and we miss out on realising them by never starting, following through or finishing. This is a habit I've progressively had to demolish by doing the opposite and following certain rules I wrote about in my Prolific book and I will be sharing some of them here. Nowadays, I try not to start anything that I won't finish.

Life can be exciting when you pick the right project, so be very picky about what you choose to get into. Take time to say yes to proposals or requests, until you are sure you'll stick with it. When things get hard you will need every tool at your disposal to keep yourself from quitting. I can tell you one thing right now; things will get hard and I promise you nothing will be more satisfying than holding the finished product of your labour in your hands or reaching the finish line.

9

Engagement Agreement

NB: Take a moment to review the following agreement and if you're ready to take your commitment to the next level, consider signing it. Simply print it out or copy it down, if you prefer and follow the instructions within it.

I, [your Name]……, solemnly do swear to uphold the engagement(s) outlined in this agreement, and shall be described and recognised, as the engagé(e), in this document. I will work towards the following goal(s):

[Describe your goal and objectives]

……

……

……

……

……

……

……

……

……

for a duration of …… years, I will diligently ensure I miss no days unless I am physically incapable of fulfilling even the smallest task towards my goal, or an optional day per week to rest.

I will take adequate rest daily, after my duties are completed, for my health and engage in physical and mental activities to entertain myself and relax, at least once per week.

During these days, I will perform a minimum of actions daily that will propel me further towards my goal. If I fail in fulfilling my weekly quota of a minimum of #…..... actions, I will pay or give, [write an amount of money or object that you can barely afford to lose and would hurt enough to make you want to avoid slacking off] ……; weekly to my accountability associate, at once or when my accountability associate requests payment when postponed. My accountability associate agrees to follow up weekly with me and verify that I've taken the aforementioned number of actions/steps towards my goal(s). And I will submit proof that such actions were taken and of their nature.

I will fully comply with the punitive payment and deliver it promptly under the agreement and agree to submit myself to local law if I resist or fail to pay. This agreement will be in effect from …..…../…..…../…..…... To …..…../…..…../…..…..

This agreement will run on in perpetuity it can only be annulled by mutual agreement with my accountability associate named below. Each week I fail to complete my quota of actions I will pay the penalty to my accountability associate.

Name of the Accountability Associate:

……

Signature of the Accountability Associate:

……

Name of the Engagé(e) Associate:

……

Signature of the Engagé(e):

……

* * *

Are you confident enough to sign this contract? Well, don't do it, until you are committed. This will feel pretty close to an Old Testament-style deal between God and the devil, whereas, this wager will hold your future in the balance. You lose twice if you don't do your duty towards your goals, you will lose something of value and more importantly, you are either delaying or ruining your chance to achieve your goals.

Bear this fact in mind, for when the going gets tough in the coming months to years,

when you will have finally climbed high enough, and can barely remember the last 10,000 actions that got you there. When you reach those heights, every delay and excuse will seem silly. All the fears and doubts you may be currently feeling is mostly only real in your mind, and their opposites could feel that way too if you simply made it a habit.

Get a small notebook, we'll call it the planning notebook from now on. In it, you will write 1-2 paragraphs about your goal or just copy what you wrote in your engagement agreement. Write what this goal means to you and why you need to achieve it. After doing this you will begin listing a minimum of 10 ways you could begin realising your goal in the next few days. You guessed it, this will be your idea book but even more, this will not just be a collection of ideas but a time-sensitive action plan. You will write those ideas in a brainstorm session on one page, you could do it as a mind map or a list…etc., any method you choose should be fine. Then your next step will be to give yourself a deadline to achieve them. An easy way is to schedule them in a calendar or a To-Do app but I leave it up to you to choose beyond these two options. The things that go in your idea brainstorming session, should be actions you could start immediately, simple things. As simple as buying a domain name or borrowing a few bucks to buy a domain name. This is the foundation, the small details you need to deal with to move on to bigger things.

Every week, at least once, you should sit down alone or with your partner(s) and your planning notebook to brainstorm your next steps based on your current circumstances. Then create a detailed and ordered action plan and include a deadline for each of the things you can do. When you complete your quota of actions, you can start your next brainstorming session. All your actions should be geared towards your goal. One of the aims of this practice is to get you out of a rut, the idea is that action will compel further action. When you begin moving, keeping at it is far easier than starting from scratch. Another aim is to keep your workload manageable. By listing out 10 or more things to do at a time, you see just enough ahead to get moving without feeling bogged down with everything that you need to do to get to your goal. Some goals will contain thousands of small actions that need to be completed over several years. Expecting yourself to know all those actions before making a move is likely to paralyse you. The final achievement of this practice is that you will begin seeing immediate results, by selecting things you can actually do right now and getting them done, your circumstances will gradually change.

Over time you should begin refining your list, simplifying things that could be combined into one, finding better ways to do things or delegating to an assistant. All those are ways you

could cut down your completion timeline significantly.

While writing about your goal here are some of the considerations that you should have in mind:

- Is this goal enough to get you up in the morning?
- Are you willing to dedicate the time required and beyond to this goal?
- Is there something else you would rather be doing?

When you've created an attitudinal synergy towards your goals, I suggest you find a good friend but perhaps not too good a friend. It is preferable to find someone indifferent towards your success and eager to cash in on the penalty. Otherwise, they may be tempted to let you off easy when you fail to honour your commitment. Also, this contract may be legally binding in most countries so take that into consideration. Print out the agreement from this book or if that feels troublesome go to this link to get a copy. Read your contract once per day, until it sinks in that this is a serious matter and to keep it at the centre of your thoughts. Don't cheat yourself by wagering something insignificant, yet don't wager something you are incapable of delivering, like a liver or your left lung. Money is perhaps preferable, a sum that would sting a little if you were to lose it, yet leave enough over to keep making payments if you fail to commit the next week around. Forgive the levity, but really, do not sign this contract unless you're ready to commit. You may alter it as you wish to make it less severe but anything less than that level of commitment is a waste of time and energy.

10

How To Set A Goal & Stick To It

The majority of people don't have a specific goal. They drift across the ocean of life without going anywhere and when they do, they often don't end up liking it. Yet we know that this is the great difference-maker. When you set a goal for yourself, write it down, plan, take action every day and stick to it, your chances of ending up in a better place are significantly higher than those of someone who has no goals. So how then should we set a goal? What is a simple method that has the highest chances of succeeding? Get your planning notebook out and go through these steps. In my experience, the following steps are those that ensure you will set a goal that will likely succeed.

1. Define Your Goals Clearly

What is it that you wish to accomplish? Is it a financial goal, an education goal, a family goal? Whatever it is you need to make it clear. You need to define it. For instance, a financial goal may be to earn a specific amount of money within a time period e.g. I will earn $10,000 dollars by the 5th of March. If it is an educational goal, it could be, "I will earn a minimum 3.8 GPA this semester". Now it's your turn, take a piece of paper and write down what you want to acquire, achieve or do. Make sure you put a deadline for the accomplishment of your goal. Goals with no time limit are harder to achieve because there is no sense of urgency. So put the book aside for a moment and write down the goal you want to achieve in your planning notebook.

2. Outline How You Intend to Achieve Your Goal

Now that you have a clear idea of what you want. The second obvious step is to think of how you will achieve it. If it is a financial goal, what will you give in return for it? You don't need to have it all figured out, but see just enough ahead to start moving forward. You should be thinking along the lines of putting in extra work, automating your system, implementing an idea that is likely to earn that much, moving to a better environment….etc. Will you get a second job or switch jobs? You must make sure that this part of the process is largely made up of things that you can actively do. Like working, producing, increasing your knowledge on a subject…etc. Put the book aside for a moment and brainstorm about what you will do to accomplish your goals. Think well upon it and write down all the ideas that come to mind in your planning notebook. Then refine your ideas before proceeding to the third step.

3. Write Down or Record Your Goal Along with the Means of its Accomplishment

Now comes the fun part. You will write down your goal in a place where you will access it daily, whether that is a card or a notebook and include the activity you will be performing to achieve it. It should look something like this:

"By the 31st of December 2020, I will have in my possession $100,000. I will acquire this sum by building my business and selling its products within the interim. I will work on the activities involved daily and diligently until I have reached my goal."

Once you've written this down, a step I recommend is to record yourself reading this or listen to it if you prefer. Yet also keep the card or notebook close and read it whenever you can't listen, as often as possible. Ideally upon waking up and before sleeping.

4. Visualise Yourself Achieving It

During your day, upon waking up you should always take a moment to yourself before doing anything. Sit or lie down comfortably and in your mind visualise yourself achieving your goal. See yourself at the end state, how will it feel to have that money, or achieve that grade or fix your relationship with your partner…or whatever your goal is. Let yourself be immersed in it with all your senses. You must really be there. See, smell, taste, hear, touch the goal. Doing this serves two purposes to keep you motivated and also to attract the events you see into your life.

Seeing yourself in your mind being able to achieve it, seeing that you have indeed achieved it, will help you believe in it and you will thus take all the necessary steps to bring

that image into reality. Do this exercise as often as possible, but a minimum of twice per day. There is an extra exercise here, this involves seeing yourself performing those activities that will bring your goal closer. See yourself going to work, sitting down, having a great time, and accomplishing much. This will gradually seep into your subconscious and the habit of work will become that much easier to instil.

5. Act and Do All That is Incumbent Upon You to Achieve Your Goals

This is the step that truly makes a difference. You've done all the mental work and you're continuously training your mind to be prone to act and believe in yourself. But without actually acting consistently on your goals you are implicitly acting against their realisation. You must do what is required of you, think of what that is and rarely fail to act. So long as you keep these five steps in mind, each step you take will bring you that much closer to your dream. This is the process in a nutshell of bringing dreams into reality.

Now I'll offer some tips to help you build a small system based on what generally works and has worked for me. The easy way to make sure this all seeps into your mind is to automate it. What I do is set up alarms, or reminders that ring at specific times, before bed or once I wake up. Prior to sleep, I will leave the recording of my goal and the means of its achievement playing on repeat. While I listen, I keep replaying in mind the scene of my accomplishment. I see myself doing the work, getting up writing, I feel how good typing the last words of my quota will be. I think of what I will be writing…etc. These are the last things I'll do before falling asleep. Yet the minute my wake-up alarm rings and I turn it off the first thing I hear is the recording. This ensures I automatically perform my morning visualisation. I stay in bed a moment, while it plays, and get up to begin my day.

Feel free to tinker with this suggestion or come up with a system that will work for you. Once you have established your goal, you must maintain the vision. Your vision requires feeding, you must do so for an extended period of time until it becomes your reality. The food of a dream is sustained action, belief and a plan. Don't neglect to set some time aside to visualise your goal, see yourself achieving what you want. Infuse the vision with emotions as you see yourself where you need to go and believe you can get there. Do this daily, leaving out all doubt. The more charged your vision is, with emotion, love and belief, the less likely you are to give up.

Take these steps and you will never be a failure again, by the definition we have chosen, you cannot fail.

11

Autosuggestion Method

There are three circumstances during which the subconscious is most easily impressed with ideas and suggestion. Those are, the time right before sleep and the time right after waking and lastly the time in between offers some opportunity too, although it may not be as effective as the first two.

The method is simple and almost effortless. Sit down with a pen and your planning notebook, then begin writing down beliefs and behaviours you wish you had. You should write in the present tense and start with "I am …". If you wish to instil the attitudes of abundance you could write, for instance, "I am prosperity, all things I do yield a hundredfold in terms of money". You could choose just about any quality: discipline, abundance, gratefulness…etc.

I recommend recording it but some may prefer reading or reciting it a few times to themselves as they fall asleep. As I said earlier, I usually let the recording play on repeat throughout my sleep, until the very moment I wake up, and the message in my recording is the first thing I hear upon waking up. Over the last 2 years, I have noticed its effect on my life and mind.

Repeat this every day until the mental attitude or behaviour is believed, practised and lived. Now, I understand that it isn't possible for everyone to do this, particularly those that share a room with a partner or roommate who is a light sleeper. Or those who can't fall asleep when there is noise around them. So you will have to play your autosuggestion, at different times, perhaps during a nap. I wouldn't recommend wearing headphones or earphones with wires. I would often wake up with the cables tied around my neck like a

noose. Not the first thought you want to have right after waking up. But if that works for you, have at it.

Another simple way to circumvent these issues is to recite your autosuggestion mentally or just beneath you breathe. You'll repeat your autosuggestion until you fall asleep. The effects may take longer but over time, they'll even out.

You want to be consistent, so having a reminder set up could really help make things a habit. And once your subconscious is on board with your wishes, it'll get to work for you.

At this point, you have a few weeks in. Behaviour and belief will become more and more automatic. I do advise maintaining your work routine as we planned out earlier. You don't want to create mental dissonance by working against your own suggestions.

This unity of mind, body and spirit will focus every aspect of your being towards your goal. The resistance and dissonance that is quite common among others will be practically non-existent in you. At first, you may feel as though you're telling yourself a lie, but the trick is to keep acting as though it were true while working towards your goals. Do not speak of this with others nor of your goals if you can help it. This is personal work that only concerns you.

12

Starting a New Journey

By now, you must realise with renewed vigour that your dream still awaits you. You only need to prepare, plan and embark on the journey once more from wherever you are. If circumstances are far too adversarial you should hold back a moment, prepare and patiently acquire those things you need. Whether they are spiritual, mental or physical and return on your journey as soon as circumstances cool down a little. There is no shame in taking a breather. No one would judge you. Taking a break occasionally to refresh your willpower can often be the difference between success and failure.

You must believe you can succeed no matter how many tries you've given that didn't pan out. Each attempt must be met with renewed spirits, your love and dedication must be stronger than ever. When you embark on your journey this time, you must plan better for the challenges on the road. This time you know better and will not commit the same mistakes you once did.

If you haven't done so yet please revert to the exercises given at the end of the engagement agreement. You must make your goal clear and follow the advice given for how to use the planning notebook.

Decide on a goal and a basic initial plan. You have begun working your way out of your current circumstances and toward your success. Put aside any incompatible goal and pursue your vision. Without fail you will begin seeing results when your focus is centred on a single activity. Your mind and reality will reach such a connection that your vision will become manifest.

When you start something, avoid listening to naysayers and doubters. Those preaching

their truth under the guise of realism, or practicality. The process you are undergoing will turn you into a mastermind, thus you must be the sole master over your mind. Once you have achieved your aims, your faith and belief in yourself will be strengthened. Doubt cannot have room in your new world. I don't mean that you should stop thinking about potential issues to look out for. I mean you should focus your energy on solutions to those problems and not aid them in discouraging you.

Leave your old life behind, make use of valuable experiences and discard the useless. In the new edifice you are building, your new life, petty thoughts and behaviours have no home. Look neither to the left nor to the right, only ahead, that is where your new life is to be found. Grasp this moment and allow no doubt in your ability to bring about the future you yearn for. Build your world, craft it with faith in yourself and ability.

Never stop fighting and you can never fail, if in the past you were fearful, today you become brave. If once, you were selfish, today you rise selfless. Whatever it is that made you small, you must relinquish to allow yourself to become great. Shed your old skin and allow yourself to live this new life. Be greater, humbler, wealthier and worthier now, than you have ever been. Your victory over failure is guaranteed.

Something that very few people think about is simplifying their lives. You will find that cutting things out from your life may be more beneficial than keeping yourself busy just for the sake of it. A good place to start is by refining your work to reduce the time it takes to complete it. Also building systems that achieve that end, systems that are both simple and effective. We will discuss that in a later chapter. This is the secret to living a life of prolific achievement. Those of us who pursue goals and complicate things waste much energy, effort and time on the way. If you could achieve the exact thing by taking fewer steps. Why would you stand in your own way and take the path of most resistance?

Adopting a mindset of minimalism may end up serving us far more than our complicated systems. The idea is to keep only the necessities. Why read a hundred books a year when fully immersing ourselves in 2 could achieve everything those hundreds of books would. We have gotten to a point where we believe that complicated things achieve more. We are even fascinated by those with complicated lives. We have a detrimental notion that complication is more interesting yet there is much more in store when living a simple life. You not only stand a better chance to live longer, appreciate things more fully and have much more time to do the things you want.

A complicated life, with 10 mistresses, an enemy on the prowl to get you and fast

approaching deadlines on 10 projects may seem interesting but it will drain you, shorten your life and probably get you killed. It's fun to watch for onlookers and may make a good story for the books but for a person who wants to maximise the time spent on his goals and remain healthy, it will prevent them from doing so. Such a person's mind is never clear enough to engage fully in work. The full potential is never expressed. Though we may never be free of conflicts or issues entirely, we can reduce them to be able to focus on our work.

Now you've already done more than 40% of the work that needs to be put into your new journey before embarking. Heed the advice you've been given, really take time to think and reflect upon these on a daily basis. I recommend spending an hour per day in silence, in a dark room, sitting or lying down. Just to reflect on your life and the bigger picture you are working towards.

This will ensure you remain focused and many inspired ideas will come to you during this practice. Take note of them and add them to your planning notebook's future activities. We will now focus on certain internal and external aspects that will amplify all the work you've already done hitherto.

13

Mental Re-calibration

The Wolf You Feed

When you're working you want to be able to think and focus only on the work at hand. When you're thinking of another issue you want to be able to focus on that. Once you've decided on a thing to do, after the requisite thought process, cease revisiting your choices, unless it is glaringly clear that your decision will fail. Stop thinking about every little thing over and over again.

On the other hand, there is the issue of wrong thought. You should let go of your worries and fears, force yourself to think of the opposite and remind yourself that you can succeed. Think of solutions to circumvent issues. Instead of indulging in the gruesome scenes of failure that keep you unmotivated or fearful. Why not think of how to prevent a thing should it arise? Prepare in advance to deal with issues if their time comes. Too often when we fear a thing, we are consumed by it, we sleep with it on our mind, we wake up to it, and it stifles our ability to accomplish anything worthwhile. Build the habit of compartmentalising your thoughts. Learn how to think an issue to rest, especially if that issue is unlikely to occur or may occur in the very distant future. If a thing is unavoidable, such as death, then why let it spoil every moment. It will happen anyway.

Along with the cessation of pointless thoughts. There is an inherent benefit. If you stop feeding them those thoughts decay and die eventually. It may take some time but they always senesce and fade. This is the same for good thoughts if you stop thinking of a goal, of feeding it with action, emotion and thought, it too will eventually fade. You must stop feeding the thoughts that only reward you with more fear and discouragement. Instead, whenever such

thoughts arise from wherever they come from, let them starve. The main food of thoughts is attention. Whatever you give your attention to will grow and mature. This is why throughout your journey towards your goals you must only feed thoughts that will drive you forward. It doesn't mean you should ignore all the risks and pitfalls ahead but that you should instead focus on thoughts that help you overcome them.

Each time a negative thought plagues you, take a minute to breathe and cast it aside and focus on its opposite. As you focus in this manner on the positive thoughts, you are simultaneously starving the negative ones. It will not be easy at first but stay mindful. Take care of your mind as a good farmer would his fields. Remove the pests and protect your crops against intrusions. In the quest for a better life, your mind truly is the most valuable tool at your disposal. But it is only so if you use it well and prevent it from falling into the trap so many minds fall into. The trap of fear, worries, and other wasteful attitudes that keep you from reaching your full potential.

Anyone Who Wants to Achieve Risks Failure

It would be quite nice if we could get everything we wanted without any risk. If it was that simple, achievement would probably not be as meaningful. It is precisely because we risk loss, suffering and pain that the adventure means the world to us when we achieve it. Those challenges we overcome along the way that could have broken us but didn't. They give us strength and shape our own individual story. That is why we are so attracted to success stories that were born from suffering. You must be aware of the risks of your journey as much as possible. Anticipate the possibility while working towards your goal.

Any choice you make has its risks, whether you choose to give up or press on. The risks that come along with inactivity will be far graver than the risks of taking action towards your dreams. Will you live your life, or remain in fear of what could be? Where will that leave you in five or ten years? Yet consider the alternative, pursuing your dreams, defeating all adversity and finding yourself living them in the same period it would have taken you to live as the failure you foresaw in the first case. Does the risk not seem worth it now? Does it not seem like being brave enough to go ahead is the smartest decision? Either case will take the same amount of time from you. So, it is your choice, my friend. Will you spend 5 years of your life to become a failure or will you spend 5 years of your life to become a success, despite all the risks.

Tempered Obsession

There is a mindset that can lead you to achieve almost anything you put your mind to. It is the mindset that leads some to spend twenty, thirty and even fifty years in pursuit of a dream until it is achieved. What is this mindset you ask? Well, it is the mindset of tempered obsession. In short, your goal must become the centre of your life but within a near reasonable limit. It must be a large part of the reason why you eat, sleep, and for as long as it is not completed it must also be the reason you exist. Whatever your goal is, whether that is, spiritual, material or simply mental. Until it is achieved your whole being must exist for it. Nothing in this world must be more important than your vision.

There is a reason why I suggest tempered obsession. Because this type of mentality while the most direct in raising your chances can also have a negative side if it is not controlled. You may very well end up ignoring the people in your life or become so obsessed to a mono-maniacal level. Tempering it, so that you may live your life with some normal components, leisure, family, close friends, new experiences….etc. However, you wish to arrange this so that you will not end up with the goal alone at the end of the journey and an estranged entourage or regrets for missing out on other aspects of your life.

I leave this personal task to you but I do encourage a single focus when you begin working on the goal, especially in the early stages. Your goal is like a real infant, it will need every ounce of attention you have in you and the greatest care so it can mature. Try explaining to your close ones the reason why you have so little time to hang out. Those that truly want the best for you will try to understand and perhaps even help alleviate some of your burdens by offering to help.

Be very cautious to remain at the very edge of obsession, but never to fall in, you must not be so consumed as to lose yourself and all that you care for. If you're doing it right this type of focus can leave you better off than when you started. You can apply it to other areas of your life, gaining the ability to switch between tasks and be completely immersed in them. Unless good friendships and relationships are not at all on the list of things you seek to experience or have. Then that too is perhaps okay in some way, since it is what you prefer for yourself. My advice here is to be able to be both fully immersed in your goal and yet be able to disengage healthily to have other experiences. This is much healthier than the alternative in which the mind is so consumed by a thing that nothing else seems to matter and we slowly get lost in our goals. I know in our times this idea seems so appealing that many may opt for the unrestrained extremist approach. Controlled/tempered extremism should be sufficient. This way you still keep your reason alive, which can be useful to prevent you from being

reckless or harming others to get what you want.

I think it is healthier, either way, you can achieve your goals. But one will leave you perhaps an unhealthy and shallow individual, while the other will almost certainly leave you healthier and more rounded if you do it right.

Don't Think Success Doesn't Have Its Challenges

Just because you become rich, happy, healthy or get married to a wonderful person. It doesn't mean that all adversity has ended. Acquiring money has its problems, becoming happy has its challenges and so does getting married. Reaching one level leads to new issues that can only be solved by fully immersing oneself in the mentality necessary for that level. You can't be rich and keep the mindset of a poor person. You can't be happy and still think the thoughts of the times when you were sad. There is always going to be challenging situations, that's part of the adventure. Yet having a rich person's problems is far more desirable than having those of a poor person. Having the problems that come along with maintaining health is way better than having those that come with disease.

Part of overcoming failure has to do with growing beyond the fear or avoidance of problems. Those who remain successful continue to face challenges. You will always have them so why not get better ones. This itself is part of the battle of maintaining success. Doing the work as it requires to be done, and even beyond what is required. Taking actions that will keep the status alive. Moving past mistakes or failure to avoid that state from settling. These are the challenges you face now that you've become a success.

Remember the definition of success we gave earlier? "Success is the progressive realisation of a worthy ideal", this definition of success is far more reliable than, "Success is achieving my goals, or acquiring money, or being superior to everyone…" It also means that the minute you take the advice in this book to heart and begin working on your goal(s) you've become a success. Then all the problems you will have from that point are those that a successful person at the early stages usually has.

Taking Consistent Action

Now that you've begun your journey anew, I believe that you must make taking consistent action a priority. "Do it as a debt of honour, do it by pre-arrangement with yourself" in the words of Anne Lamott, work following the contract you signed earlier, if you chose to, build a sense of duty around your work.

It shouldn't always feel forced, even if at first it is. Over time taking action will feel natural. Although, as I mentioned repeatedly throughout the book doing even a few things per day is better than nothing. I don't believe blindly acting is optimal to reach a specific goal. That is why we worked out a basic plan and outline a few steps ahead every week. I advocate planning in segments to achieve your goals through your planning notebook.

Even if it will only be a single thing you do from your list of steps, daily weekly or monthly. It's better than nothing. So long as you avoid receding into inactivity.

It is too easy to stop a project and let it fade away, just to restart this pattern. The remedy is to never stop moving for as long as it takes. Do not listen to fleeting emotions or thoughts, seeking to sink you back into a degraded state.

14

Taming Your Universe

In this chapter, we will look at a few more ways to reinforce the techniques and mentalities that we learned in the previous chapters. Plus, we'll explore some mindsets you need to adopt to make it all easier. The first will be time management. So, let's get on with it.

Taming Time

Time, we all dread this beast. There seems to be either too much or too little. Can we ever have just enough to do the things we want to do? Well, this chapter will offer some tools to achieve just that. If you master it, you will not only have enough time to do all your daily work but you will be able to have enough left over to enjoy other aspects of your life.

The most important thing you can acquire is the discipline to do the things you need to. When you approach work are you eager to get it done? Or do you try your best to postpone it until there isn't enough time left to do it? If your attitude is the former you have the key. If your attitude is the latter, you are doing yourself a great disservice. You want to get a yearning for action, a desire to finish the things you start. Once you have acquired this mental attitude, you are halfway there. Now you need some structure to guide that raw energy.

It'll sound so simple but this small step is missed by so many people. Scheduling when you will do things is the first step. Pick the times when your energy is at its peak and accomplish the things that are the most energy-consuming and important first. I recommend using a calendar and plotting out your day, a week or an entire month. Start small and begin building up as per your level of discipline.

Get a To-Do app or a good calendar that can sync with all your devices or email. then write down things from your activity list in your planning notebook. The next step is to schedule your day considering your particular biorhythm. Make room for breaks and the occasional nap if you can. During those hours selected for work completely focus on the main activity. If a task requires more time either reschedule for another day or shift your day around to make it fit if you've got vacant time somewhere.

Another piece of advice I have is to keep your workspace organised. You want everything to be easily accessible and found within seconds. There are hundreds of articles online on the subject. Just taking a few minutes to research the method that suits you best should get you started. The point is to save as much time as possible and use it working, not preparing to work or looking for files in a disorganised drawer. Keep things in the same place to cut down on time looking for them.

By doing this every month, if you used to spend 10 minutes looking for files every day, that would amount to around three hundred minutes or five hours per month. Suppose you could reduce that time to a minute, or so, you'd be saving four hours and thirty minutes. Simply stated, this is the idea, to use the concept of time as a resource to your advantage. While there is no certainty, you could well live to your national average age. Now calculate that, and feel the wealth.

Unlike many things in a lifetime, time can't be saved. It can only be invested, spent or rented. The time in your life can only be considered wealth when you either spend it on things that bring you happiness, satisfaction in terms of spirituality, finances or intellectual gains. Yet when you spend it on things that impoverish you in those regards, it will diminish you.

When you take your time to work on things that would pay dividends, you are investing your time. When you use your time watching TV, or in bad company you are merely spending it with no returns while impoverishing yourself. When you offer your time in exchange for remuneration of some kind, you are renting it. By far the best use of this resource is to invest it. Let's look at the example of Elon Musk. How many hours do you think he spent on the entire process of building the PayPal platform and monetising it? I'm not going to look at it, but I'm sure it was less than ten years at a 9-5 job or even five years. Yet he made more money than any 9-5 job could offer in a hundred years. How did he use his temporal resources most effectively given his skill set? He invested it.

Now, we may not have his exact skill set but we do have our own. Once you figure out

how you will invest your time, assessing the potential return, you must take unwavering action until you've achieved your goals. Who knows? Maybe your billion-dollar idea just needs a thousand hours to get on its feet. You'll never know until you get the courage to begin.

Milestones: Remaining on top of things

Once you have begun acting and things have acquired momentum, you will want to be able to manage things and prevent them from overwhelming you. Luckily with your planning notebook, that step is much easier to manage. Another dimension I would like to add is to outline a few milestones. You can always add more but a minimum of three is a good start. This is essentially the idea of the planning notebook, to help break down goals. Choosing specific milestones that lead up to your grand goal allows you to win smaller victories that keep you motivated to push on.

You'll want to take bites you can chew. Whatever your goals may be, whether they are financial or relationship goals. You will want to build up to them. If your goals are to make $10,000 a month, try $1000 first, once you hit that set a slightly higher milestone. It's always a good idea to have a measurable goal, but there is a greater chance that you will actualise them if you can keep your motivation high throughout with small victories along the way. Having milestones is a great way to accomplish this. Not only will your goal be more manageable but each milestone you pass validates your efforts.

If you can break up your goal into smaller milestones, at least three, you will be more likely to reach the final goal. Make the first milestone easy, the second one a bit harder, and the last one will be the hardest but the first two would have prepared you for it. If you choose to have more milestones then apply the same logic.

I've used this method for many things in my life. Each time it worked like a charm. When I joined the gym, I tried lifting a hundred pounds in my first week, I nearly tore a muscle. I decided I'd build up to that. So, I started with fifty pounds and added ten pounds, every two weeks and two months later, I was lifting a hundred pounds with the same ease with which I could lift fifty pounds. In other aspects of my life, it worked the same. When I wanted to write more frequently, I gave myself a daily page count. Ten pages per day, I decided. The first day was hard, it had been months that I had not written much for back then. I spent a whole day writing and I decided I needed to build up to ten pages. So, writing three seemed a reasonable start. I started with that and kept increasing my output over time. I have been able

to write every day since. So, I'm a firm believer in big goals but I'm also an even firmer believer in breaking big goals into chunks. This works well with me, since I started feeling like I'm playing a game, and these little victories, feel like the build-up to the grand battle with the big bad boss.

Try it out with your goals, milestones can truly help you stay on top of things.

Create Systems

Much can be said about spontaneity, the ability to be sudden and make decisions on the fly as the moment for them comes. Yet, having a reliable system that one can count on daily is far more useful. If your work is creative or one where your productivity makes a great difference. It is paramount that you take some time to consider the system you will use to reliably work. Especially if you are a creative who is self-employed with no externally imposed deadlines or directives. You will need to create a system in such a case to ensure you take your work seriously and that you behave professionally. If it is all up to you, then you can choose, whether you prefer working in the morning or at night. How long you can work without burning out, how you will ensure you maintain your system etc. Even the tools you use will factor into this decision. A system will help you build the habit of working. Perhaps, you will meditate before working or set up an alarm app that will help you. Perhaps you will outline your work or plan your days methodically every morning, whatever it is, having a reliable system that suits you is what counts the most. Repeating your chosen system for a period between 21-90 days will help make it a habit. The essential components of any good work system are the following:

- Time
- Planning
- Tools
- Accountability

You must select a time that is the most suitable to perform the work. If the time has not been chosen for you, this puts you in an ideal position to work with your biorhythm. You can allot a chunk of your day to perform the work. You must use that time thoroughly to work deliberately on your project. No matter which stage of development it is on, you must take the steps appropriate for that stage. Planning is also essential, even if it is only a mental plan of what you will do if your work is more fluid than rigid. The tools you will employ must be those you are most comfortable with, those that enable you to perform your work. The final

most essential component of any system is accountability. The last step can be figured out by asking yourself, how will I ensure that I accomplish my daily/weekly/monthly goals? Whether you will use alarms, use the engagement agreement in this book, work with a group, it is all up to you. It is your responsibility to make sure you do what you say you will. Nothing can force you to do so, you can pay a thousand friends when you fail to do your work, yet unless you actively and internally motivate yourself to get to work those artificial means will not suffice.

The source of your continued effort must be found within. You must have the drive to get up each day and get to the work that will change your life. Habits and systems only make it easier. I'd be lying to you if I told you external accountability is the best long-term strategy. The truth is, this is why self-help books aren't enough. Until you decide that you truly want to change, all the systems in the world will not be enough.

You must decide now, that you truly wish to get ahead in your life. That you are willing to do what it takes for as long as it will take. This is the real secret to changing your circumstances. This is the fuel that will take you to the finish line, external fuel may get you started and going for a while. But the true fuel, the inexhaustible reserve is within you. You must tap into it daily, by giving yourself a reason to go on. If you still haven't answered these questions, let me ask you once more. What is your purpose in achieving this or that goal? What does it mean to you? Once you find those answers, make sure you remind yourself daily. This brings us to the next sub-section of this chapter.

Developing Your Internal/Mental Powers

There are internal faculties that require our attention. Developing these will increase your potential for success. A few of these internal powers are intuition, intellect, reason, faith, belief and courage. To rebound from perceived failure, these should be developed. There are many more internal powers within man, of course, but these are the essential ones to begin building your life and keep things going.

Intuition: this resides in your heart. That part of you that keeps itching for the best decision you can make. Do you usually ignore what you feel, in favour of what you think? Well, that is a habit our modern society seems to encourage, especially in men. We grow up being told that the mind is more important than the heart and that feelings make one weak. However, emotions are just as important as thoughts. Intuition speaks through emotions; it is the language of intuition and the way your body communicates your deepest thoughts. To

develop your intuition, try the following exercise:

- Whenever you undertake an activity pay attention to how it makes you feel. Use that feeling as a compass.
- Ask yourself how you feel about a thing before you do it?
- Carefully listen to your feelings instead of those of others, first.

Reason and Intellect: the mind requires exercise or it becomes dull. I'm sure you've known at least one person who became a couch potato and didn't seem quite right afterwards for a while. So it is essential to take time to feed your mind and exercise it. Take up an activity such as writing and reading daily. Preferably on the work that you are trying to accomplish or hobbies. Meditation is one versatile tool to help strengthen the mind and the body. One neglected strategy is to exercise and maintain the body, to maintain the mind.

Faith and Belief: it is a combination of both the mind and the heart. You must have a symbiosis of both to access the full potency of this power. You must feel and think one thing, by doing so you will develop true and lasting faith and belief in your goal. It is essential to develop a strong mind able to weather the storms of doubt. Reinforce your beliefs daily, to gain mental fortitude. This can be done through affirmations, autosuggestion or a good hypnosis programme.

Courage: It is truly a manifestation of belief and faith. Yet courage is choosing to persevere each time our devotion to our vision is challenged. these are the times when courage is honed and cultivated. Build courage by constantly choosing to push forward against fear, doubt and all odds. This means you may need to make hard choices and that may include accepting that the timing of your dream is not right. It takes courage to see a situation for what it is.

Learning to control these aspects of yourself will turn you into a truly powerful person. Able to control yourself and manage every aspect of your being to increasing degrees.

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Ways to Preserve Energy

The human body is like a rechargeable battery. Certain activities tax the energy reserves more than others; such as sex, negative emotions, over-training and strenuous mental activity.

Let's get the toughest one out of the way: sex. The sexual act, that includes masturbation, taxes the body. This is even more pronounced in those who frequently masturbate and those who have sex too frequently. The only reason why I believe, this isn't recognised is due to the prevalence of the current "sex sells culture". Most of us haven't gone a week without ejaculating so it's hard to imagine what it would be like not to, for a month or two, or a year, except for nocturnal emissions, which take a very low toll in comparison. I've written a book on the subject which will be available soon, the title is The Celibate Soul. In the meantime, testing out this theory is pretty simple. Simply refrain from sexual activity, orgasm and ejaculation for at least two weeks. You'll notice a change in your energy level and several aspects of your person.

You may have karezza sex, which will help you amplify your sexual energy. I will discuss this topic at length, in the revised edition of The Celibate Soul, just follow my Amazon author page to get an update when it's released.

The short of it is that the emotions, mental connection and energies that are associated with your libido begin to be directed in whatever activity you will it to. You will begin pursuing your work and ambitions with the zeal and yearning you once pursued sex with. You'll go above and beyond to court success.

I know it's a big sacrifice, you're probably wishing I had just asked you to refrain from TV

for life at this point. But we'll get to that soon enough.

If you spend 5-10 hours on TV per day, this is part is for you. Let's do a little math, suppose on average you spend 6 hours per day watching shows on TV or your PC, or phone. Stuff that has nothing to do with your work. Every month you'd have spent 168 hours in front of a screen, per year that's 2016 hours. This is a fifth of the time it would take you to master a skill. This is enough time to finish a few novels. Enough time to become locally famous at something. Enough time to build a small business.

Think about this for a moment. That TV set doesn't look so harmless now, does it? I can't tell you how much time you should spend on these things. But if you feel like your media consumption, whether that is social media, streaming apps. If the time you spend is too high, you would benefit from a significant reduction.

I went through a similar process. I used to spend nearly 6-8 hours some days on Netflix, I wanted to write, run a business, teach my sister, yet I spent more than 4 hours entertaining myself, I came to this point many times. It's not until recently my viewing habits have gone down to the occasional hour of a show I like. As I think of it, the reason is obvious I shifted my priorities. Now my day is spent on my work. I get up, drop off my little sister and begin writing, either during the ride or right after. I get the rest of my peripheral work done then I either read, watch something, or play video games.

It's only right that we do our part to have enough energy to accomplish our goals. Now look, I'm not saying you should never have sex again. I simply wished to show you just how much of an energy and time drain it can be. It is time to focus on things that will serve your future and well-being. Let's look at some other small things you can do that will make a great difference.

Eat Wisely & Exercise

The food we eat plays a crucial role in our physical energy, as you well know, so I won't belabour the topic. Learn about foods that will increase your energy and keep your body healthy.

Taking care of your diet is your responsibility. The saying "your body is a temple" couldn't be truer. When you allow your temple to be desecrated by garbage, vices, you are showing a lack of reverence towards it. Towards, the vessel that houses who you are.

Then there is the issue of exercising. To maximise the value of everything else you do, you should make time every day to exercise. Studies have shown that exercise helps maintain the

brain and stave off the effects of old age. In addition, some have even reported that it alters the brains structure while promoting new cell growth in the organ. This is hardly a secret but it is advice worth mentioning again. You need not build a muscular body, a simple cardio exercise regimen or running could help make you achieve these benefits.

The Power Nap

Many years ago, when I was in grade eleven, I came across the Power Nap in James Scott Bell's book Writing Fiction: For all Your Worth. The method is sound and simple. You take some coffee or an energy drink, just half a cup or less and set a timer for 20 minutes-30 minutes and then you take a nap until the timer rings. The effects of the coffee or energy drink should take about 20 minutes to kick in, alongside the energy gained from the Nap and you would feel as though you had just woken up from a good night's sleep. You can then get to work feeling refreshed.

You shouldn't overuse this technique. You'll want to use it on days when you need an extra boost and a simple nap just won't be enough. I leave that to your better judgement. If you're diabetic or suffer from any health issues, consult your doctor, perhaps a multivitamin or energy boosting pill like CA-C1000 Sandoz could have a similar effect for you. Go here if you'd like to find out more.

The 80/20 Rule

Ever heard of the 80/20 rule or Pareto principle? The rule simply states that for many events in life about 20% of any effort furnished will produce around 80% of results. It was named after the economist Vilfredo Pareto. If you'd like to learn more about it, here's a useful book to get started. The simple idea as it pertains to preserving energy is that we should learn what that 20% for our particular work is.

Once you've identified those, you can either delegate the rest or reduce the amount of time you spend on things that produce fewer results. When you think about it makes so much sense. During a typical day what we often consider productive work is usually keeping busy. Few cold calls result in most of the business we get. A quarter of the time we spend at work is the most productive time window. So on and so on, you get the idea. Try tracking your time at work a little and if you can measure the impact of certain activities. This will be some of the most valuable information about your work. Simply do a lot of what produces the most results and you could scale up limitlessly.

This concludes this chapter on preserving energy. It pretty much covers all the essentials. Implementing all of them could raise your efficiency, mental peace and health. You'll have more time to do things that aren't work-related, spend time with family, friends and on your hobbies.

16

Internal Transformation

If you've been around New Age circles, you've probably heard of the law of attraction. If you haven't it goes a bit like this, "what you think and feel you become and attract". The theory can sound a little outlandish, but it is surprisingly sound. Have you noticed that when you are happy you tend to attract good events? We won't go into the given metaphysics of the law of attraction; my humble aim is to bring your attention to the habit of positivity. This need not be belaboured or complicated. The steps are simple, but for some reason, very hard for us to do. The steps are the following:

1. Think positively and feel positive as often as possible (if not always) and good things will start happening.
2. When something "bad" happens try thinking something positive about it happening. If you need to grieve or mourn a loss, allow yourself to but get back to normal as soon as it is appropriate.

The combination of gratitude, faith, belief, creativity, non-competitiveness and daily visualisation is what the writer Wallace D. Wattles termed "living in the certain way" in his book The Science of Getting Rich. He believed that this lifestyle set in motion for the practitioner tremendous forces of nature that would aid in the realisation of one's vision.

Such a lifestyle must be adopted by the advancing person. Living in the certain way means what it says, in that whoever adopts this life becomes certain of the desired outcome. He was one of the earliest New Age movement writers. I recommend that you read his book if you would like to learn more about his views it's available here.

Action Paralysis

There are certain ways of thinking that will kill your inability to act. We all have our fears and concerns when it comes to things we want to achieve. As stated, numerous times throughout this book, if you want to transition from having an idle dream to an active one, you will need to take steps towards your dream and stop contemplating days on end from afar.

An unorthodox method is to stop thinking or at least overthinking. Once you've decided on your course of action. You must take action toward your goals as soon as possible and shut down that inner critique. But when the time comes to act a thousand and one stories might pop into your mind. You don't want that. So, you must decide on a course of action, and vehemently deny all thoughts that stand in the way of you doing so. After having prepared as much as necessary, stop thinking about it until it is time to strike. If a thought arises to dissuade, slow down or stunt your movement. You must remind yourself that you are prepared. If anything happens that you didn't plan for, which is much less likely than you think, you will handle it in due time.

When the time to act comes you must not take long to transition to a fully engaged state. For example, if your goal is to wake up early to work, take very little time to rise out of bed and start your day, perhaps only five seconds. Every moment you waste thinking about how tired you are will only serve to persuade you to stay in bed. Use those 5 seconds to remind you that you're a man/woman on a mission, and your mission must be achieved.

This is the only attitude towards the action you need. Once you are done preparing, take the course towards the outcome you want and simply act. If you can adopt this as your mode of operation, you will be as a soldier is during a war, you will gain the courage to charge on forwards with every successful strike.

At some point this behaviour will become automatic you will be able to act faster, and with minimal resistance. This is a quality that will transform your life. You will not find anything more effective in your quest to build momentum toward your goals.

It is important that you never let yourself become lazy. That is the easiest thing in the world to do. Once you fall into the trap of laziness you will have a needless obstacle in your way. Life is short, do not let it waste away while you could be doing something to advance and grow into your fullest self. So, to prevent inactivity, resolve yourself to achieve something pertaining to your work at least 6 days out of the week. No matter how small, as long as it is well focused, each act will build momentum. You will inevitably find yourself

loving your work. It is only a matter of habit.

Be careful not to overwork your will, opt instead to make your work a habit. Your work should never be an annoyance.

When you achieve your aim, do not sit on your laurels. Get back up on your feet, once you are done celebrating, start the next project. Let the energy of your latest success be carried over into this new project. Make this project bigger, better and more praiseworthy than anything you've done hitherto. This is the essence of living a successful life. You must keep living, testing boundaries, pushing forward and when you're done move on to the next thing. Don't remain satisfied too long, this newfound momentum will fade over time if it is not compounded with further activity. Never cease moving forward.

Dealing with Down Time

It's inevitable, you will have days when the thought of another task will disgust you. When all you want to do is crawl under your bedsheets and wish you could vanish from the world. You might return to your go-to destructive behaviour. When this happens, you need to be prepared.

I would advise you to withdraw from the world for about a day and just take time to take care of yourself. If the situation is severe try the following activities:

- Take a warm bath or shower make it a scented one if you can.
- Retire to your room and play some music or read a good book.
- Take some time to re-read your life vision and remind yourself of why you want it.
- Sleep for a few hours to reset.
- Go for a walk in a park or nature.
- Meditate while trying to centre yourself. Strengthen your resolve in that meditation for 5-10 minutes.
- Re-read your vision for your goals in your planning notebook.
- Get back to work the next day.

Bad days happen to everyone, you can't help it sometimes. The best you can do is just deal with the negativity and do your best to get back on track as fast as possible.

If your case is any more severe and you suffer from regular bouts of depression, please consider getting professional help.

The attitude you adopt will make a great difference. These are the subtle things that work either for or against you in the background. Consider the ideas that were put to you in this

chapter and more importantly implement them in your life.

17

People & Success

As we approach the end of this book, I would like to discuss the second most important factor outside of yourself and those elements you control: people. It will not come as a surprise that being able to maintain relationships, spark new ones and connect to the right people are some of the many things the most successful people work at relentlessly. The fact of the matter is simple, we need others to accomplish great things. Alone we may accomplish much but working with others expands and exponentially grows whatever we could do on our own.

Nowadays, we see it all the time people leveraging the power of social media to grow the impact of their ideas and become celebrities almost overnight. In almost every sphere of life, even the sciences, having the support of others can open an untold number of doors. It is baffling that many still don't understand how much power just being sociable can offer. I was one such person, yet lately, I've come to realise that trying to do it all on my own has greatly slowed many of my efforts.

It isn't all about interest and profiting from the help of others. Recognising that we need each other not only makes us stronger and helps us realise a better world a lot faster. It also is pure common sense, whatever you do whether that is performance art or science in a cubicle, you will need others to help raise your ideas. Nikola Tesla, a name that is known throughout the world was one such person who did not see the value in being sociable. He was an amazing scientist but he assumed that science was remote from politics. Many of the inventions he worked on ended up being attributed to more popular scientists, like Thomas Edison, who wasn't all that much of an inventor.

In almost any line of work being able to connect with others amplifies our reach. If you want to sell more, would it not make sense to treat your customers exceptionally well? To make them want to talk about you to others? In turn, your business would keep growing. One of the greatest supportive examples I can think of right now is Jeff Bezos. While he did come up with a fantastic idea, his modus operandi is one worth embracing. Amazon is entirely focused on the user experience. It's all about how the customer feels, that's the main difference-maker. Amazon makes you feel protected and valued. Ever tried their customer service? You never feel patronised or blamed, they always assume you're right.

Try it out with your own business or work. Treat everyone you come into contact with, with the utmost respect. Make them feel valued and they will value you in turn. Yet, while belittling people might work on some with low self-esteem, over time people will grow tired of your presence and will certainly avoid you most of the time. Don't fake it either, not for long at least, people can often sense genuineness. If it's hard and you're forcing it, it's alright at first to fake it a little, but the aim should be to grow comfortable around others. Then you can easily begin expressing such emotions more naturally.

For those who are a tad more antisocial than the norm, if you give people a chance, they often surprise you. Build a circle of friends that help push you out of your comfort zone but if you can tap into larger networks your ability to scale is nearly limitless. Take this approach towards your customers, friends and the world at large. See if it doesn't make a difference in your life.

A little word of caution, try to avoid manipulating others. When people find out that they've been played, they often completely disengage. You might be able to succeed using such tactics a few times but once you are caught all the effort you put into building the relationship goes out the window. Not to mention the dent in your reputation. People talk, and when everyone assumes that you're manipulative, even before you try to manipulate them, let's just say your chances of success are quite remote.

While on the other hand, if you approach people with a genuine aura, they tend to respond in kind and that's what they will tell others about you. It's as simple as that, take time to know people, be honestly interested in them and they tend to open up and share hidden parts of themselves. Yet, when people sense that you're faking it, you might lose any chance at a true connection.

Tread very carefully, once trust is lost between people it is nearly impossible to regain. My advice is, to be honest in all your dealings with others. Don't cheat them, avoid lying and

try to be yourself as much as possible. Relationships that are built on this foundation are usually stronger and last longer.

18

Further Ensure Your Success

The company you keep

You are the average of the five people you spend the most time with, or so we are told. So choose your closest friends wisely. As a goal-oriented person, before committing to friendship, here are some questions you should ask yourself.

- Can I grow within this friendship?
- Do I behave like my best self around this person?
- Is this friendship mutually beneficial?
- Is this a relationship I can see myself wanting 10 years down the line?
- How will this relationship affect my goals?

You could answer these in a minute. I believe a friendship where at least a few of these factors are present will endure almost anything. You could aim for 3/5. Don't get me wrong this is not some Machiavellian line of thought, you are simply choosing your friends for qualities that are conducive to your goals. Would it not be better to have friends who bring out the best in you, rather than friends who encourage weaknesses? Our time here on earth is short. So every choice counts, training yourself to make better ones and putting yourself in an environment that promotes better choices is within your power.

Look at your friends, are they really going somewhere? Do you feel as though they empower you to reach your goals? If not, you don't have to make any decision with regards to the relationship. Just know unless your friend decides to join the club of achievers, you may disconnect after a few years, once you lose the little you have in common. He/she may resent

you for changing or surpassing them.

There is an alternative if your friend is inclined to improve, you could try to get him on board, share your findings and grow together. In fact, share this book with them. I believe that friendships in which you both improve and grow together, are those that will endure the years. Friendships that drag you down, can only last for as long as you remain satisfied being mediocre.

Let Your Inner Child Out

If you don't already have one or a few, starting a hobby is perhaps the best thing you'll be doing all year. For one, hobbies are a healthy way to branch off from work, to just do something for the sake of enjoying yourself. Having that pressure valve present in our lives is essential, especially if the work we do tends to come with much stress. I strongly urge you to give it a try. Each day put some time aside to just engage in a playful hobby, it can be anything, reading novels, playing games, frolicking in nature…etc.

Another thing having hobbies achieve is making you multi-faceted, rather than just being focused on a single activity and that also being your work. You can now begin learning something new or improving upon something you already know. Were you a lover of art when you were younger, did you like writing poems or building stuff? Then it is time to revisit these old hobbies and let your inner child out.

It may seem like a good idea to stay engaged in work like a machine, to come back home, slump in a chair, eat dinner, sleep and repeat. Some may think so at least. This type of lifestyle is the most conducive to burnout. Work the time you've allocated for the day, and rest then do something that is a hundred per cent just for yourself. Just for your amusement. Try to remember how it felt when you were a kid, to just immerse yourself in an activity that helped you forget about whatever hardships were at home or school.

Even if your work happens to be something you could do all day, letting the mind take a break from it can help with creativity and allow the mind to come up with new ideas. In our overly-productive society, it seems that we berate ourselves even when we take some time off to just enjoy ourselves. It seems that there is always something to do and when we're not doing it we're thinking about doing it. It is time for us to value our mental well-being a little more than our financial one. You can still be very much productive while retaining your sanity.

The upside to keeping a playful aspect to life is that it can also stave off burnout and keep

you in the game much longer. Having a hobby is like taking a mini-vacation. You'll feel refreshed, entertained and it puts you back in a youthful spirit. One that our high-stress society may not encourage or equip us with, once we graduate from college or join the workforce. It is our responsibility to keep our inner child alive, to let it out regularly to have its time. The inner child has its part to play too, it can help us heal. Nowadays, growing into an adult comes with the implication that our childhood has come to an end or suffered a sort of death. While we may no longer have the size or appearance of a child, the spirit that enlivened those days must not be allowed to die. Life becomes monotonous, dry, lifeless and simply dutiful once the inner child is smothered.

I don't intend to judge you. I've been there. Trying to make ends meet, trying to free myself from dependency, I might have thought it best to let all childish things go. To focus solely on work. But while my work used to be much fun. It became even harder to perform. I felt very little excitement, it was just another task to get through while waiting for the next day. I can tell you one thing, this way of living is no life at all. You want to to see the world as an exciting place, to get out of your house with the eyes of a child. This way, even the work you do will cease seeming like work, if you're doing it right.

19

The Paradox of Success

The most infuriating thing about success is this: it isn't completely up to you, yet you must act as if it were. There is always going to be an element of chance beyond your control. Keeping both of these facts in mind is the hardest part. Knowing that there is an element beyond your control, yet not letting that deter you from acting is the magic combination. Many never cross that bridge and stay stuck either thinking that their effort alone will be the key. In part that is true, for those things you can control. If you are a student then working hard and mastering your studies will greatly increase your chances. Yet there are factors that no number of high grades can control, for example, an economic crash, losing a job, market saturation. Then there are those who rely on chance without putting in any effort, they dream of a viral video without producing more than 3 videos per year. They pray that they'll become millionaires without producing or selling anything or making a plan.

If you wish to increase your chances be cognizant of both. Put in work daily, seek out your customers, put yourself out there again and again. By creating an atmosphere in which good things are more likely to happen, well it stands to reason that good things will be more likely to happen. Yet creating an environment or remaining stuck in one, that isn't conducive to success will leave you completely at the mercy of chance. Learn to live in that sweet spot where you both toil at work and do everything you can do within your power, forgetting about chance. It isn't the easiest thing to do, discarding your limitations while being cognizant of them. Yet if you indulge either mentality without the other, you may very well end up taking failure/success too personally. That may lead to you losing faith in yourself and feeling as though it's your fault that you couldn't predict a meteorite would come

crashing down on your biggest client or that your current government would have a coup d'état that would lead to the banning of your industry. The second mindset of chance without effort is even more corrosive because you never give yourself a chance to live. You are always stagnant, indulging in activities akin to playing the lotto, betting your future on one-trick ponies and never really stretching yourself to your fullest potential.

There lies the paradox of success. You never know which of your 1000 future actions will lead to your lucky break, to the right person seeing your work and boosting it to untold heights. Yet if you allow yourself to feel despair at the idea of not being in control of that element you will never reach a thousand actions. You might stop after 50 and decide that you will never benefit from the luck others do. On that note, the opposite of the spectrum is to believe your hard work was the only factor. That you deserve your achievements to the exclusion of everything and everyone else that might have given you a nudge.

I felt I needed to add this chapter because, in a book that discusses success, it would be disingenuous not to. There are several factors beyond our control. The family we were born in, our friends, the connections and network we have, the market, the mood of an important client…etc. To disregard all these factors and claim that they don't have any bearings with regards to our work is plain foolish. Many succeed because they were born in a family that was rich and had the right connections. I'm not trying to diminish their success but these days when children of millionaires go about calling themselves self-made, it does raise questions. None of us are self-made, not even the orphan that made it to wealth supposedly on his/her own. He/she may have initiated the process, but no one succeeds entirely on their own, unless you live in a vacuum of some sort. We all benefit from an unfair advantage, one that if we acknowledged makes it impossible for anyone of us to be considered self-made. At the very least even your own biology can be an advantage, being born with exceptional intelligence or an efficient metabolism are all things you had very little to do with.

Yet, this does not invalidate your efforts. In fact, your efforts are what bring out the potential of any advantage you may have. When luck strikes and you find yourself unprepared its value is diminished if not rendered futile. Act as though your success is all up to you, work without factoring in luck while doing all within your power to coerce luck from its hiding place. This is a challenging perception to adopt but when you do, you will become a true mastermind, an architect of success.

20

Conclusion & Final Wake Up Call

I can't tell you how many times I've been on a roll, crashed and taken months to fix myself and get the engine going again. I've gotten a lot better at reducing those occurrences altogether, with maintenance tools to significantly reduce repair time. Now, I'm able to manage my body and mind as though I were running a company.

This chapter of the book, being its final part, I wished to send you off on your journey with a final boost. If you've made it this far, you've read about many tools and techniques to help you go further ahead on your path to sustained success and productivity. I'd like to think you aren't like me, and it'll take you fewer tries to build your discipline and commitment. We are only human and mistakes are part of our reality. So I wrote this book to help you reduce your maintenance time, build and keep your momentum going for as long as possible.

Your destiny rests partly in your own hands. You are not always at the mercy of circumstance. The tools outlined in this book and described in detail should be enough to get you started. The only issue comes down to you. Will you read this book, feel as though you've achieved all this and return to your old life? Or will you decide right here, right now, that you will honour your own life? Building it to its pinnacle, to the point where it goes beyond your wildest dreams. When you look back at your life after you've played the game, what you will see, will have mostly been of your own making.

Reading self-help books without action is a waste of time. By now, you must have sparked a need for action, the hunger for it. Once this is finally infused like a serum in your blood. You will have no choice but to move forward in life and you begin your journey to your greatest self. The self you are at the heart of it all. The self that will achieve your highest

ideals. Isn't that what we all want? To grow to the point, where our greatest dreams are no longer dreams, but tangible realities within our grasp because we willed it. This is the highest achievement in any life. Not the external things, they are a by-product of who we've become.

The entire purpose of this book is to help you live your life to its fullest potential. When you put it to use the circle will be complete. Otherwise, it was a waste of time. What was the point? What do you want for yourself when you seek out books or advice to change your life? Well, it stands to reason that you want to change your life. You've begun now. Do away with all excuses and hindrances that stand in your way. This is your life. Act like it.

Appendix

Affirmations to build confidence, wealth, and positivity

- I am strong and, in all circumstances, my strength is revealed.
- I know what to do, for I am guided at all times.
- I face difficulty with courage and confidence.
- I am guided by a higher power; therefore, I need not fear anything.
- I am wealthy now and, in my life, this is revealed.
- I am happy for God removes my burdens.
- I live in an evolving world, and I evolve daily.
- I am blessed by God, to partake in the gift of life.
- As I breathe, I am infused with health, wealth and happiness and the wisdom to discern such.
- I am an instrument of the universe and gracefully submit to its divine will.
- I love myself and I am a wonderful being.
- I am happy and see the joy in all things.

NB: feel free to write your own, the best affirmations are those we can easily commit to the subconscious.

You can write to me at tourewriter@gmail.com. If you don't mind taking a moment, I'd truly appreciate your review, wherever you bought this book.

About the Author

C. A. Touré is a lifelong creative spirit, a dreamer, an optimist and the author of The Success Roadmap. He writes uplifting and at times fringe non-fiction and fiction on topics that are personal and meaningful to him. As a business graduate and entrepreneur, averse to living the 9-5 life, C. A. Touré has dedicated years of his life to the study and implementation of financial, mental and spiritual independence. He is a lifelong nomad, never remaining too long in any one country. He has authored over a dozen books by the age of 26, you can sign up and read his weekly posts at tourewriter.com and find out more about his work and mission.

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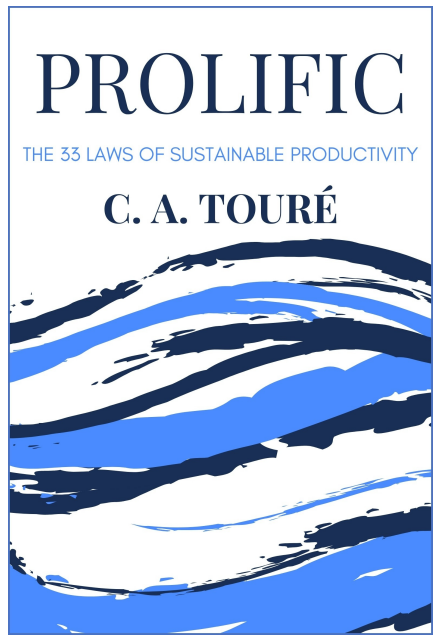

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You must seize the reigns of your life before it is too late, come to know yourself more intimately than anyone else ever will. Find out more here.